

Message Text

UNCLASSIFIED

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ACTION EUR-12

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FM AMEMBASSY SOFIA
TO USIA WASHDC
INFO SECSTATE WASHDC 9973
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UNCLAS SOFIA 1576

E.O. 11652: N/A
TAGS: BEXP, BU
SUBJECT: PLOVDIV:UNIFORMS

FOR ICS, IEU; STATE FOR EUR/EE; USDOC FOR BEWT

1. FAIR DIRECTTP GAYTON HAS TOLD US THAT NO FUNDS EXIST TO PROVIDE UNIFORMS FOR BULGARIAN GUIDES FOR "CORE" EXHIBIT. WE FRANKLY THINK ALL THE GUIDES SHOULD BE IN UNIFORM FOR MAXIMUM EFFECT. SHOULDER PATCHES ALONE WILL NOT BE ADEQUATE TO IDENTIFY GUIDES; THEY WILL SIMPLY BLEND INTO CROWDS. COMMERCIAL EXHIBITORS' GUIDES WILL HAVE USDOC-SUPPLIED UNIFORMS, AS WILL GUIDES IN THE OTHER IMPORTANT PAVILIONS. FINALLY, KNOWLEDGE THAT THEY WILL BE SUPPLIED UNIFORMS, WHICH THEY CAN KEEP AFTER FAIR, HAS BEEN ONE OF THE FACTORS IN U.S. PAVILION'S ABILITY TO ATTRACT KNOWLEDGEABLE, EXPERIENCED GUIDES YEAR-AFTER-YEAR.

2. GAYTON ADVISES THAT SIMPLE DENIM UNIFORMS ARE AVAILABLE IN VIENNA FOR ABOUT \$20 EACH, OR \$300 TOTAL. ALTERNATIVELY, COULD U.S. FIRM DONATE UNIFORMS, AS WE UNDERSTAND SEARS OR PENNEY'S DID LAST YEAR? PLEASE ADVISE.
HERZ

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Message Attributes

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Channel Indicators: n/a
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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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